



Ed Barks' Top 10 truths about public speaking

1. Take advantage of the Three Keys to Great Presentations™ – Preparation, Performance, and Assessing Feedback.
2. Preparation: Solid preparation helps you achieve professional and personal success while avoiding failure and embarrassment.
3. Performance: Sharpen both verbal and nonverbal skills to achieve a smooth level of performance.
4. Assessing Feedback: Find methods for measuring how you performed; this leads to ongoing improvement.
5. Advocate lifelong learning by charting a continuing education plan that transforms you into an accomplished speaker.
6. Research your audience in advance so you can address what is important to those in attendance.
7. Weave a magnetic message throughout your presentation and repeat it often.
8. Use your Video Tools and Audio Tools – the way you look and sound – to maximize your impact.
9. Remain true to your own style. Don't let anyone try to force you into a one-size-fits-all speaker straightjacket.
10. Practice! Practice! Practice! Rehearse as you prepare for every single presentation.